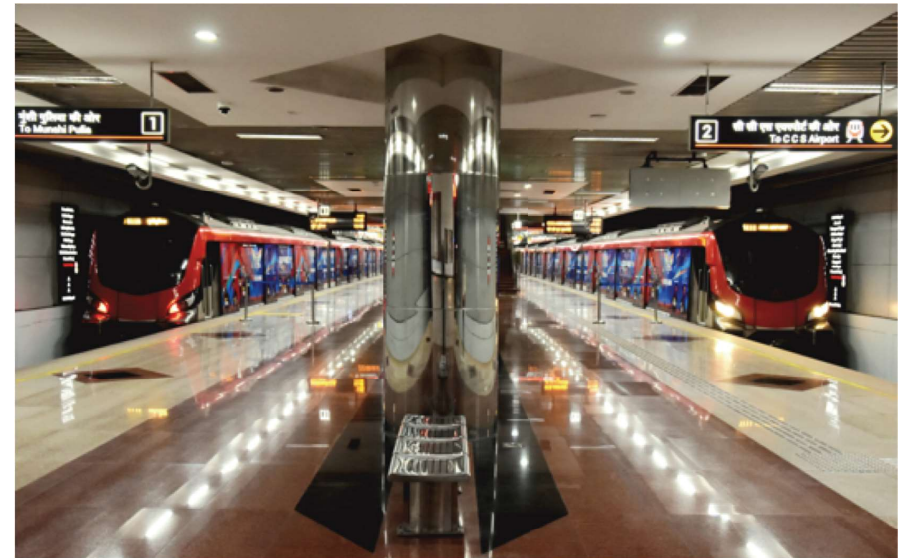


Advertisement in Lucknow Metro trains & train wrapping

Contact Person: Sri. Vaibhav Gupta
Contact No.: 9582557782



Train Wrapping



7. Advertisement at Lucknow Metro Stations & other civil structure



LUCKNOW METRO

Contact Person for Lucknow & Kanpur
Name – Sri. Vikas Khandelwal
Contact - 9336237978

Name – Sri. Narendra Nigam
Contact - 9305567446

Name –Sri. Naveen Singh
Contact - 8004791696

OPERATIONAL CORRIDORS

| | | AT PRESENT | | | |
|--------------------------------------|------------------------------|--------------------|-------------------------|-----------------------------|--|
| <u>Corridors</u> | <u>Total no. of stations</u> | <u>U/G(in kms)</u> | <u>Elevated (in km)</u> | <u>Total length (in km)</u> | |
| LINE 1 (CCS Airport to Munshipullia) | 21 | 4 | 17 | 23 | |
| | | | | | |

Media Summary

| City | Media | Type | Units | Sq.ft | Average rates (Rs. per Month) |
|---------|---------------------------------|-------------------------|------------|-----------------|----------------------------------|
| Lucknow | Metro Pillar-Triple side | Back Lit | 1 | 44307 | 50000 / pillar |
| | Metro Pillar-Double side | Back Lit | 507 | | 30000 / pillar |
| | Metro Pillar-Single side | Back Lit | 78 | | 15000 / pillar |
| Lucknow | Metro Duct Panel | Front Lit / Non Lit | 11 | 2765 | 75000 - 200000 / panel |
| Lucknow | Metro Track Panel | Front Lit | 11 | 4452 | |
| Lucknow | Metro Ramp Panel | Front Lit | 2 | 544 | |
| Lucknow | Metro Billboard | Back Lit / Front Lit | 8 | 2350 | 30000 - 75000 / billboard |
| Lucknow | Metro Station Signage | Back Lit / Non Lit | 166 | 9485 | 500 - 600 per sq.ft |
| Lucknow | Metro Lift Glass / Glass / Wall | Non Lit | 79 | 7036 | 500 per sq.ft |
| Lucknow | Metro Digital Pod | Digital | 56 | 1309.04 | 8000 / pod |
| | | | 919 | 72248.04 | |

*Note: Printing , Installation and GST is additional



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



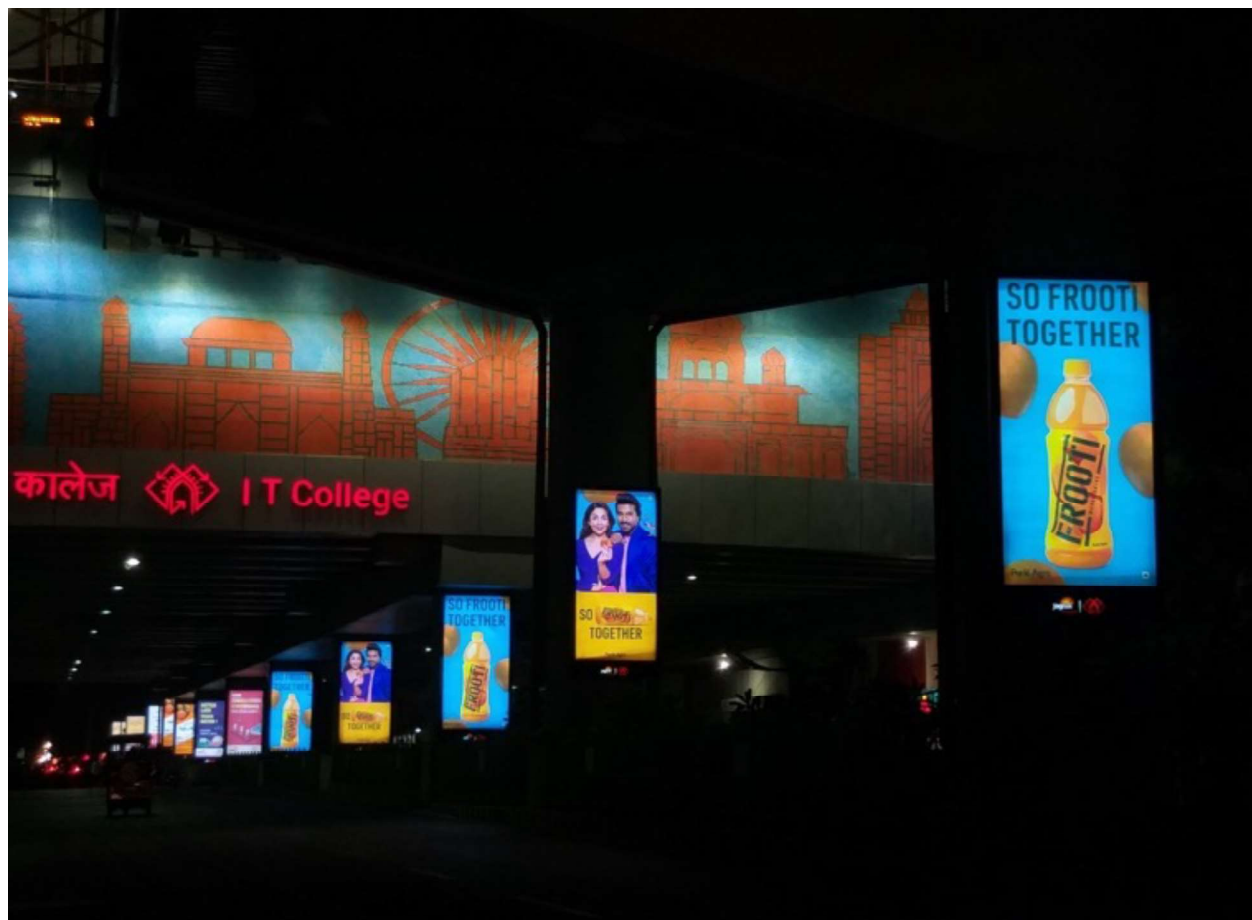
Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit



Metro Pillar Sample Photo, Size:4.5x9, Back Lit

Advertisement -Panels

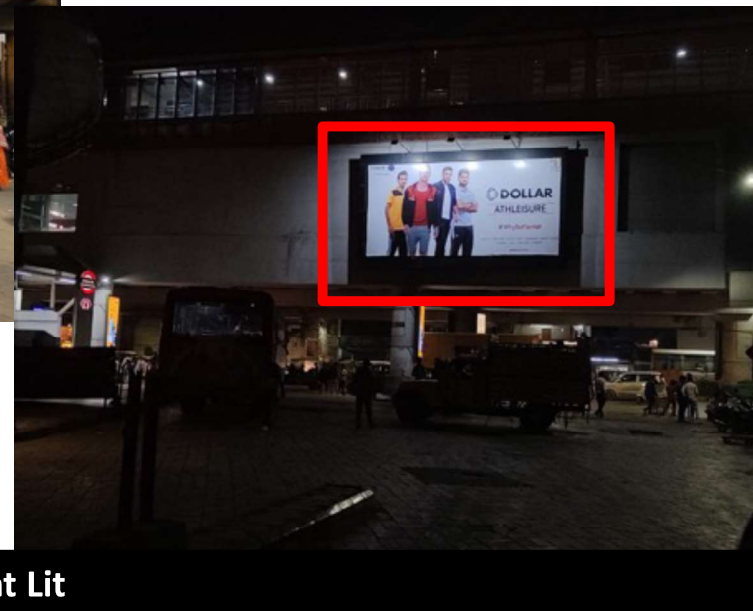
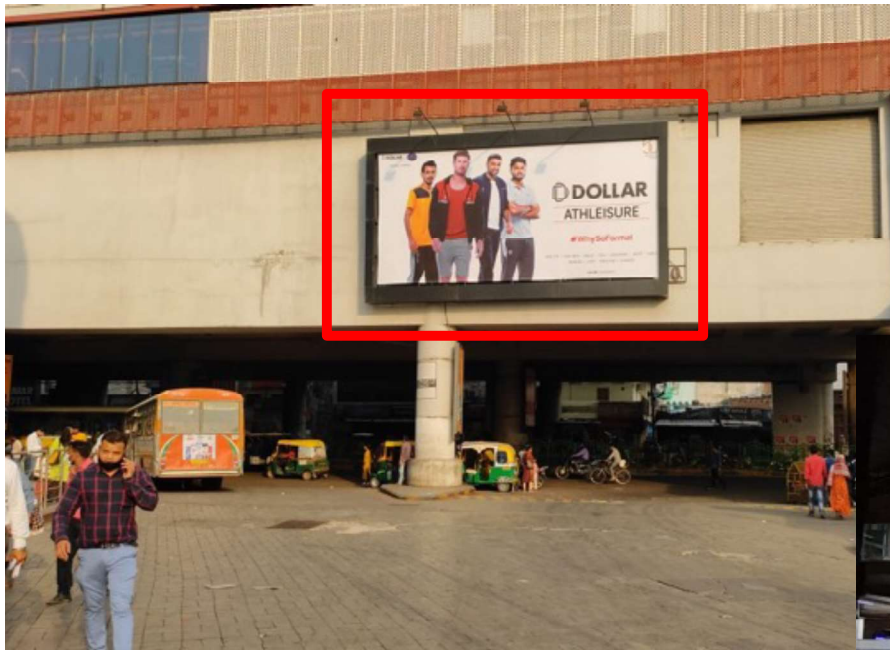
- Visibility is minimum of 100 m
- All panels are front lit



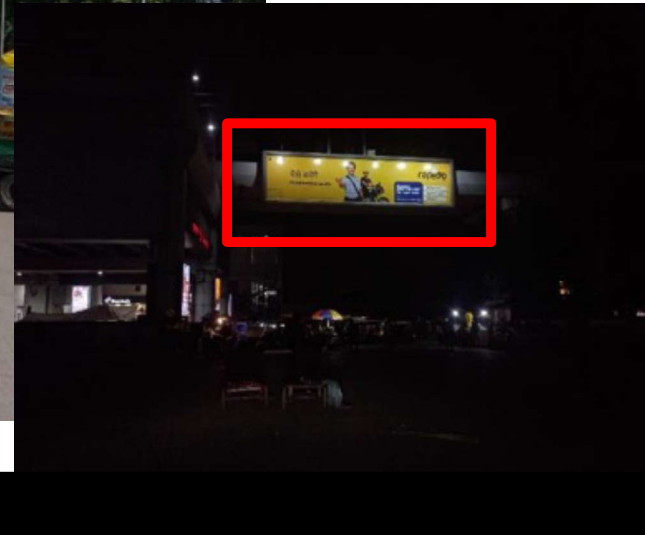
Nehar Chauraha Facing Alambagh-30x7 , Front Lit



Transport Nagar Facing Airport-40x7, Front Lit



Alambagh Bus Stand facing Bus Stand-30x15, Front Lit



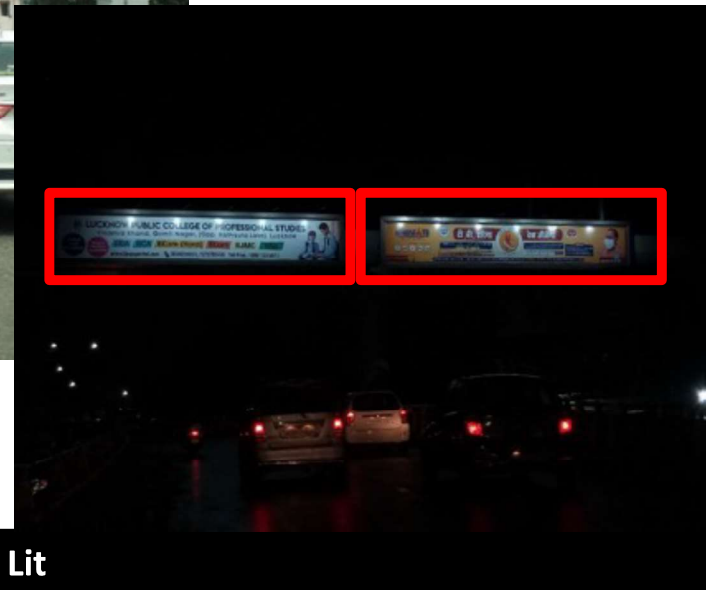
Charbagh Facing Railway Station-50x12, Front Lit



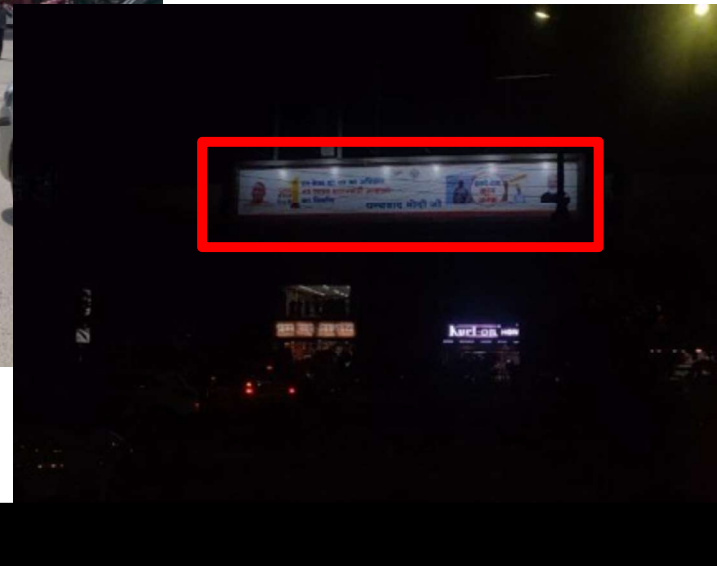
Hazratganj Facing Hazratganj Chauraha-32x8, Front Lit



Parivartan Chowk Facing Hanuman Setu – 50x8, Front Lit



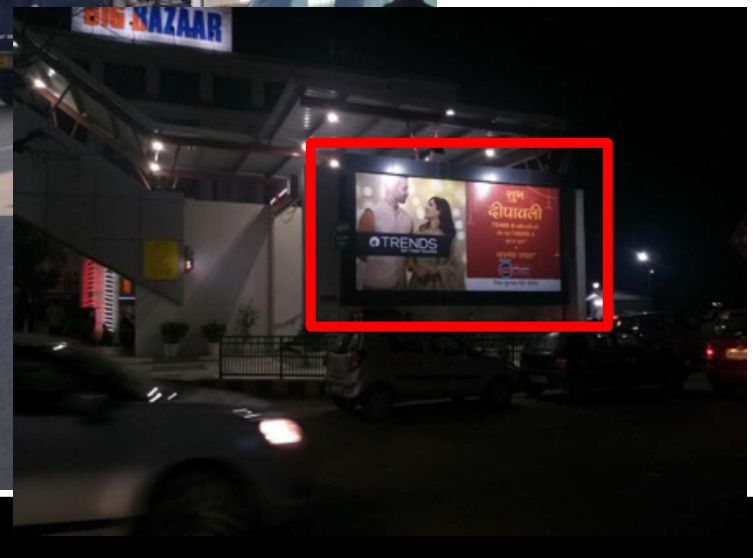
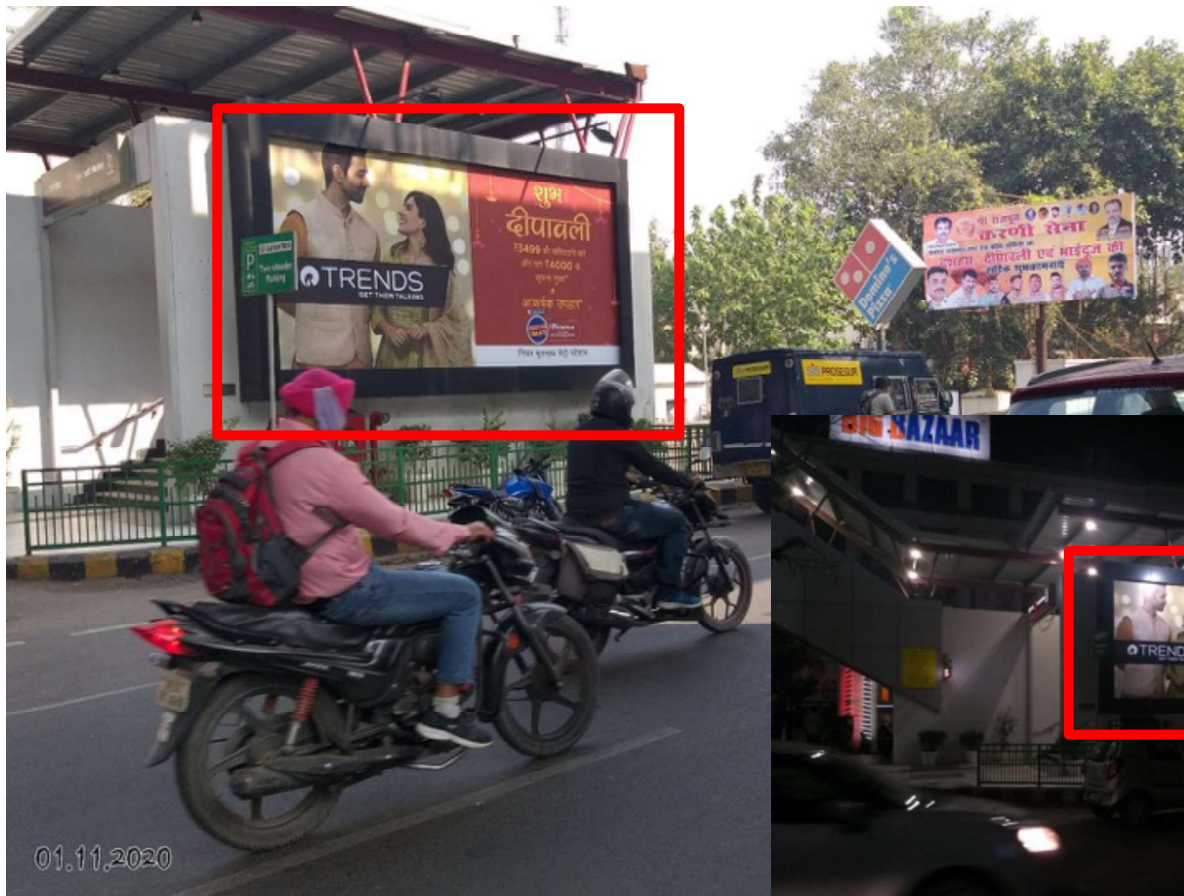
Nishatganj Flyover Facing Hazratganj – 50x8x2, Front Lit



Neelgiri Fcg. B Block – 50x8, Front Lit



Bhootnath Facing Bhootnath Market-25x7 & 30x7, Front Lit



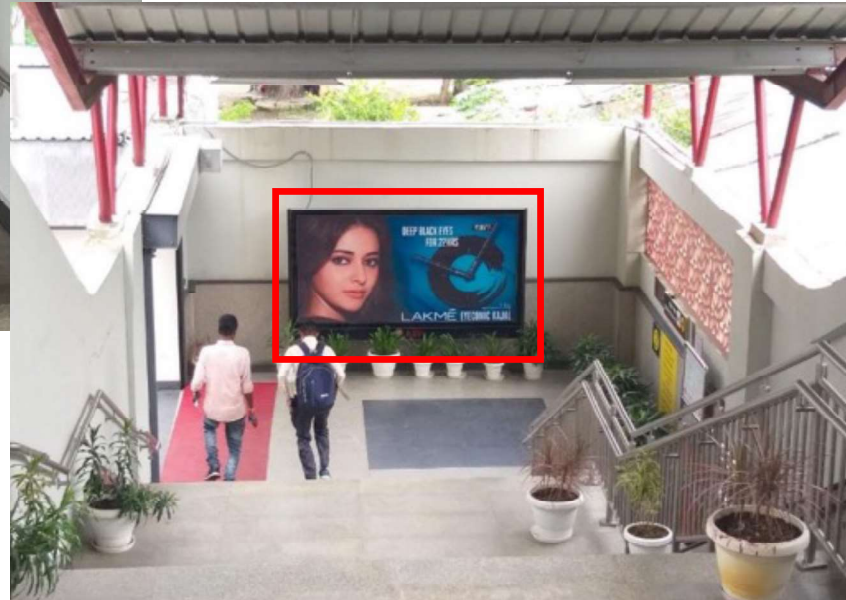
Bhootnath Facing Road-20x10, Front Lit



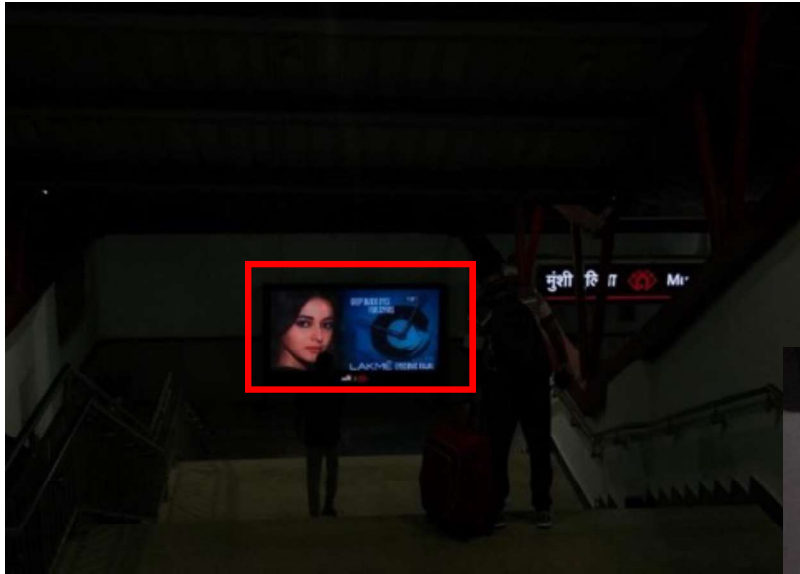
Munshipulia Chauraha Facing Khurram Nagar – 50x8, Front Lit

Signages & Glass panels

- Head on media display in stations which a passenger can see during waiting time or while travelling.
- Signages placed nearby Ticket window, entry / exists from ground level & concourse, platform entry / exits.
- Glass panels at Hazratganj catches traffic on road level
- In Hazratganj SAVs are placed at track level so that no eye can miss the advt.



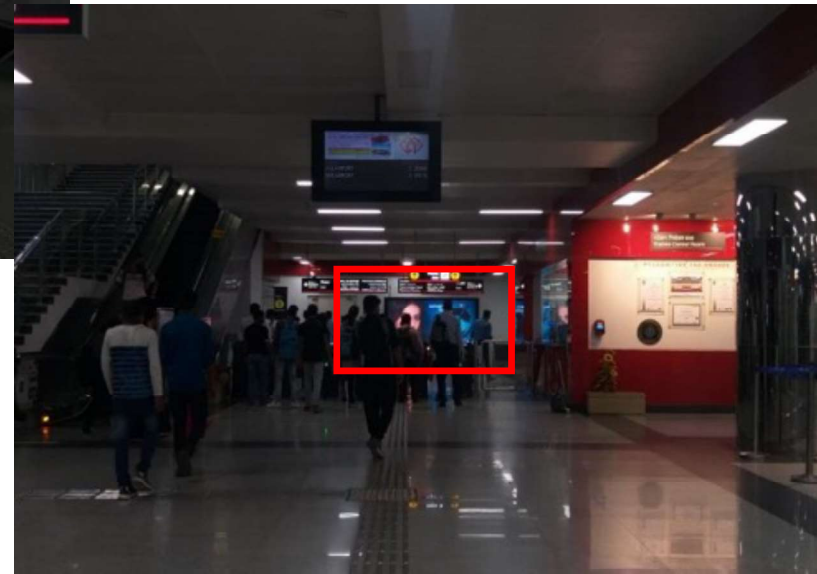
Ground Level Entry / Exit , Metro Signage, Size : 10.5x5.5, Back Lit



Ground Level Entry / Exit , Metro Signage, Size : 10.5x5.5, Back Lit



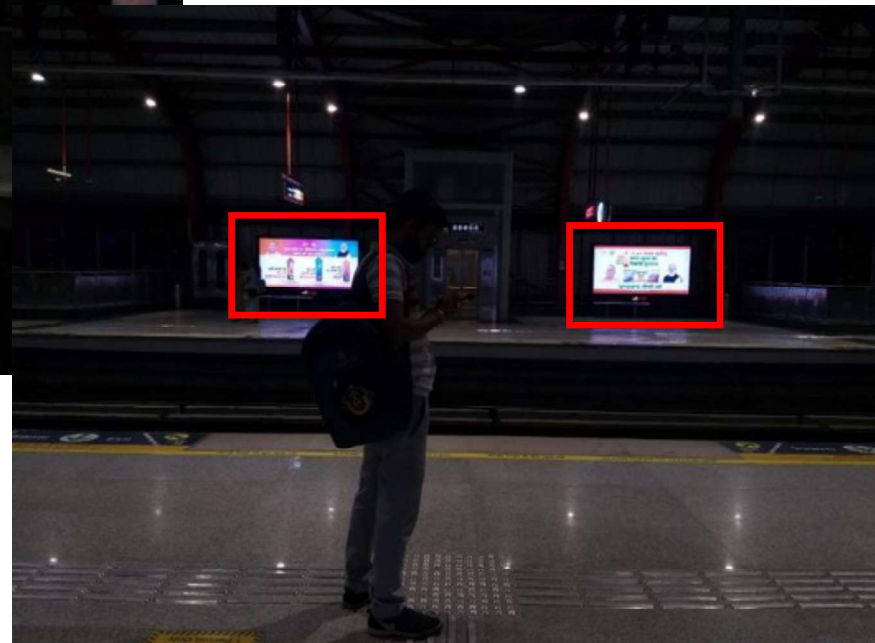
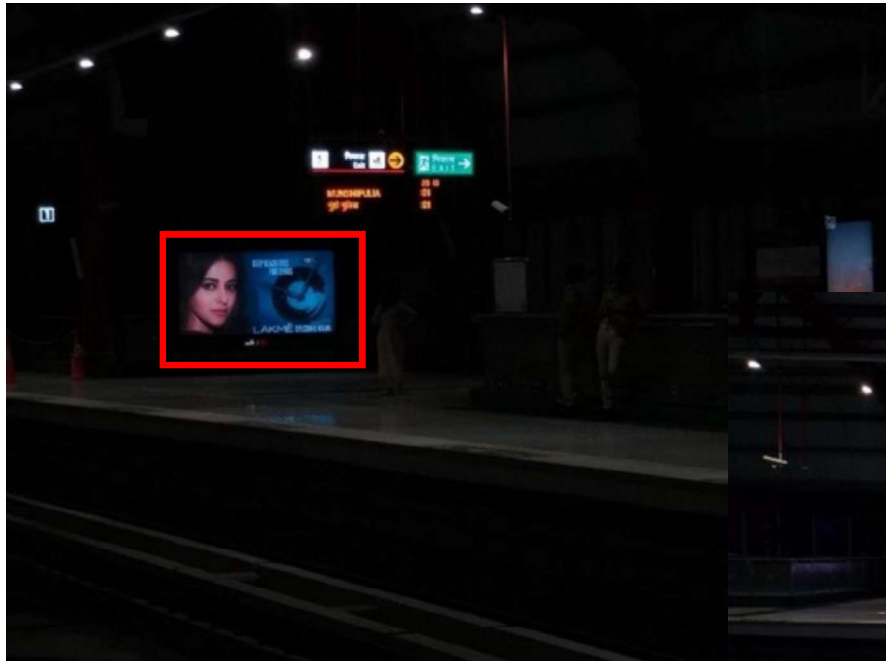
Concourse Entry / Exit , Metro Signage, Size : 10.5x5.5, Back Lit



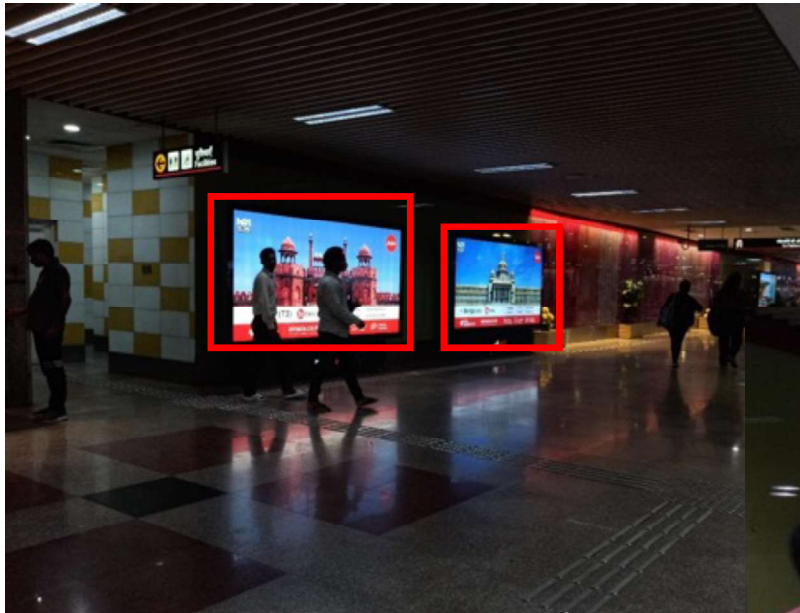
Concourse Entry / Exit , Metro Signage, Size : 10.5x5.5, Back Lit



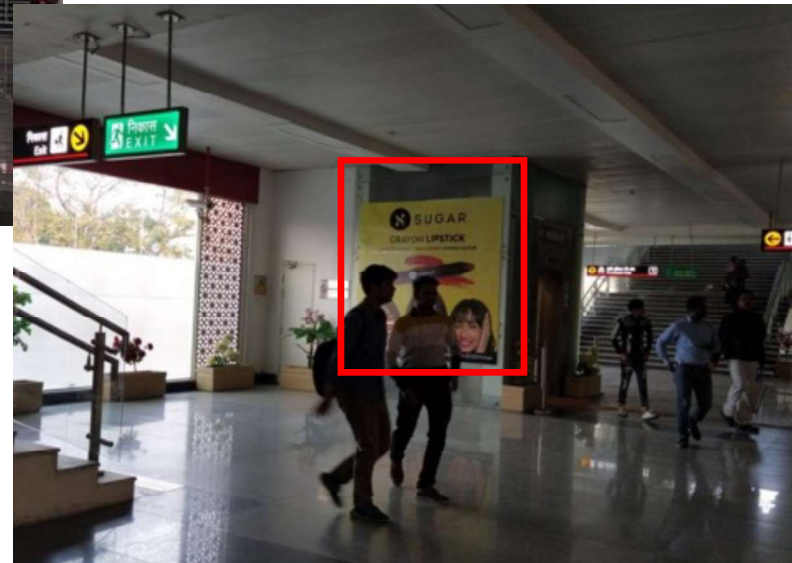
Platform Area , Metro Signage, Size : 9x4.5 & 10.5x5.5, Back Lit



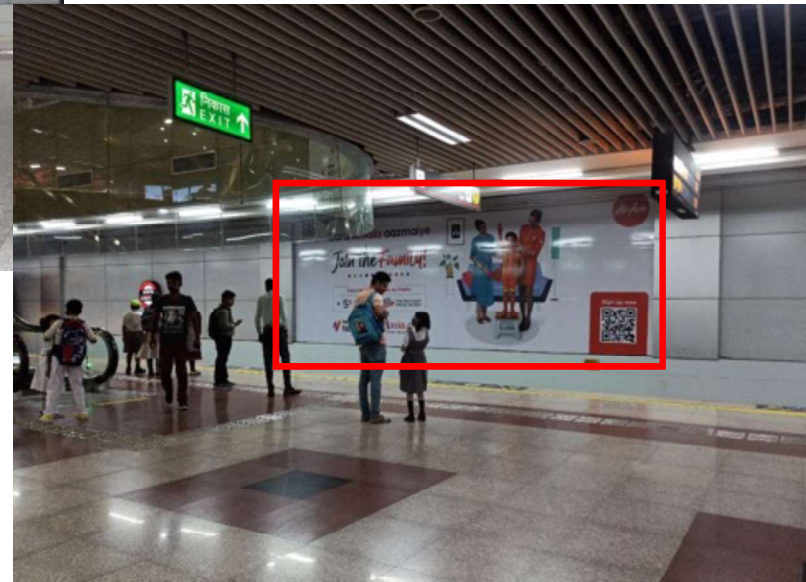
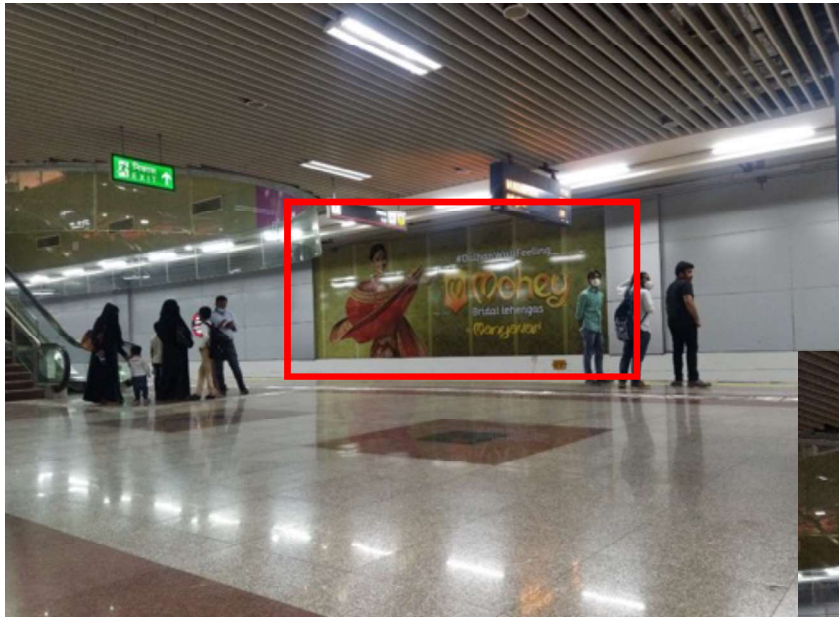
Platform Area , Metro Signage, Size : 9x4.5 & 10.5x5.5, Back Lit



Concourse Area, Metro Signage, Underground Station, Size : 10.5x5.5, Back Lit



Concourse Area , Metro Glass, Size : 8x8, Non Lit



Platform Area, Metro Wall, Underground Station, Size : 32x12, Non Lit



Hazratganj Metro Station – DRM Entry – 12x8 & 12x7 – 1, Glass



Hazratganj Metro Station – Mayfair Entry – Back Side Glass of Entry - 4x5 - 3, Glass



Hazratganj Metro Station – Mayfair Entry – Glass Parallel to Road – 12x7 & 12x8 - 1, Glass



Hazratganj Metro Station – LIC HFL Entry – Back Side Glass of Entry – 5x8 - 3, Glass



Hazratganj Metro Station – LIC HFL Entry – Glass Parallel to Road – 12x8 & 12x10 - 1, Glass



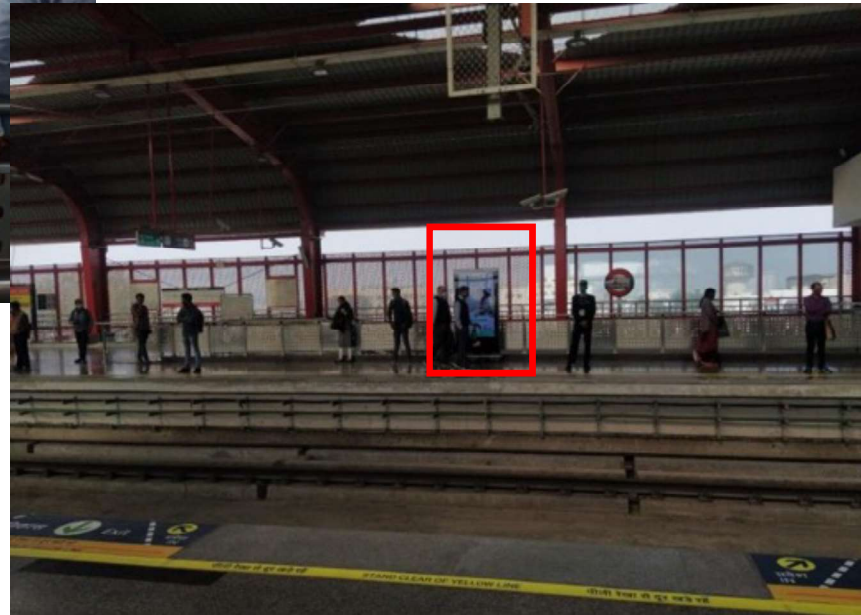
Hazratganj Metro Station – DRM Entry – Back Side Glass of Entry – 6x5 - 2, Glass

Digital Pod

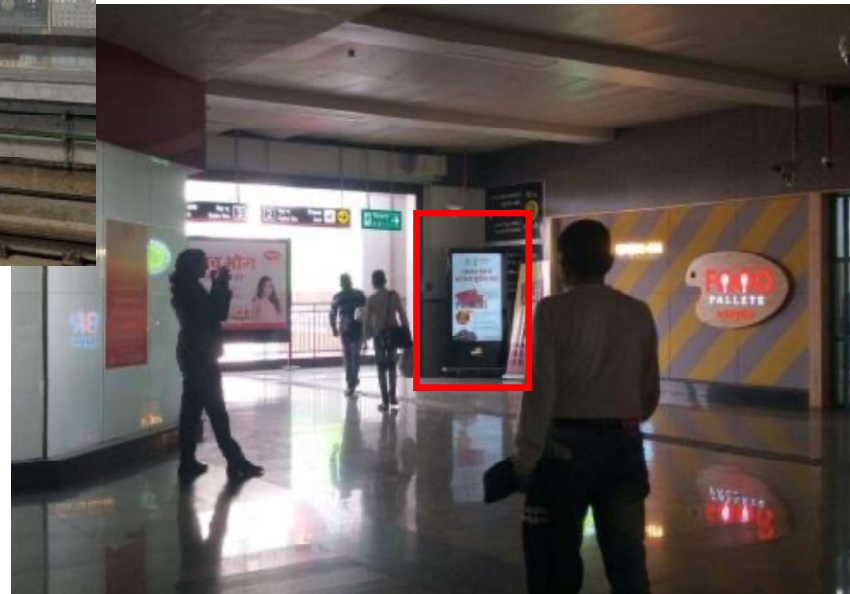
- This covers the whole station and are placed where passengers cannot miss.
- The pods are placed in very strategic locations like ticket counters, entry / exits, concourse & platform waiting areas.



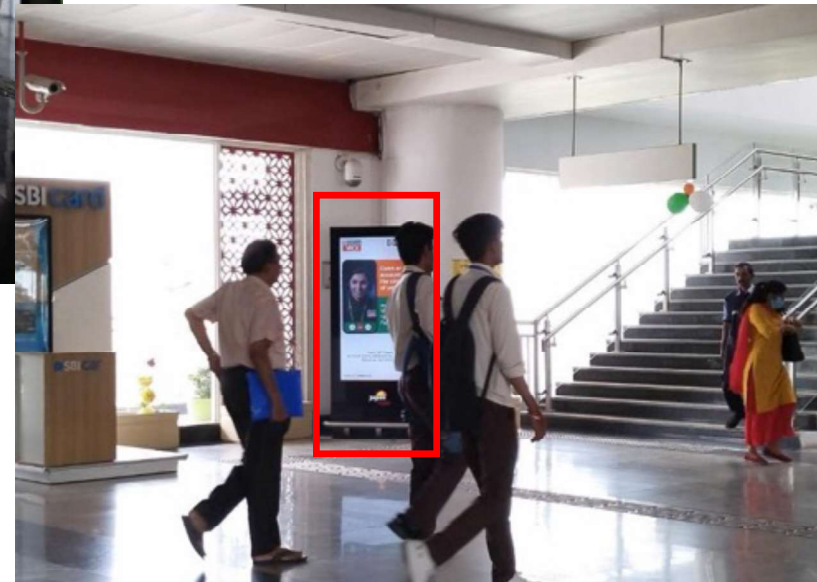
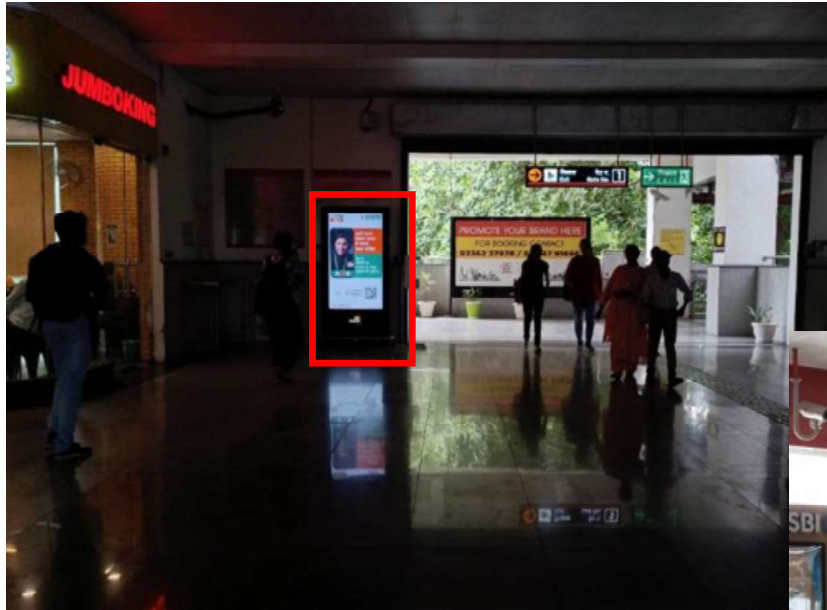
Metro Digital Pods, Size : 55 inch, Digital



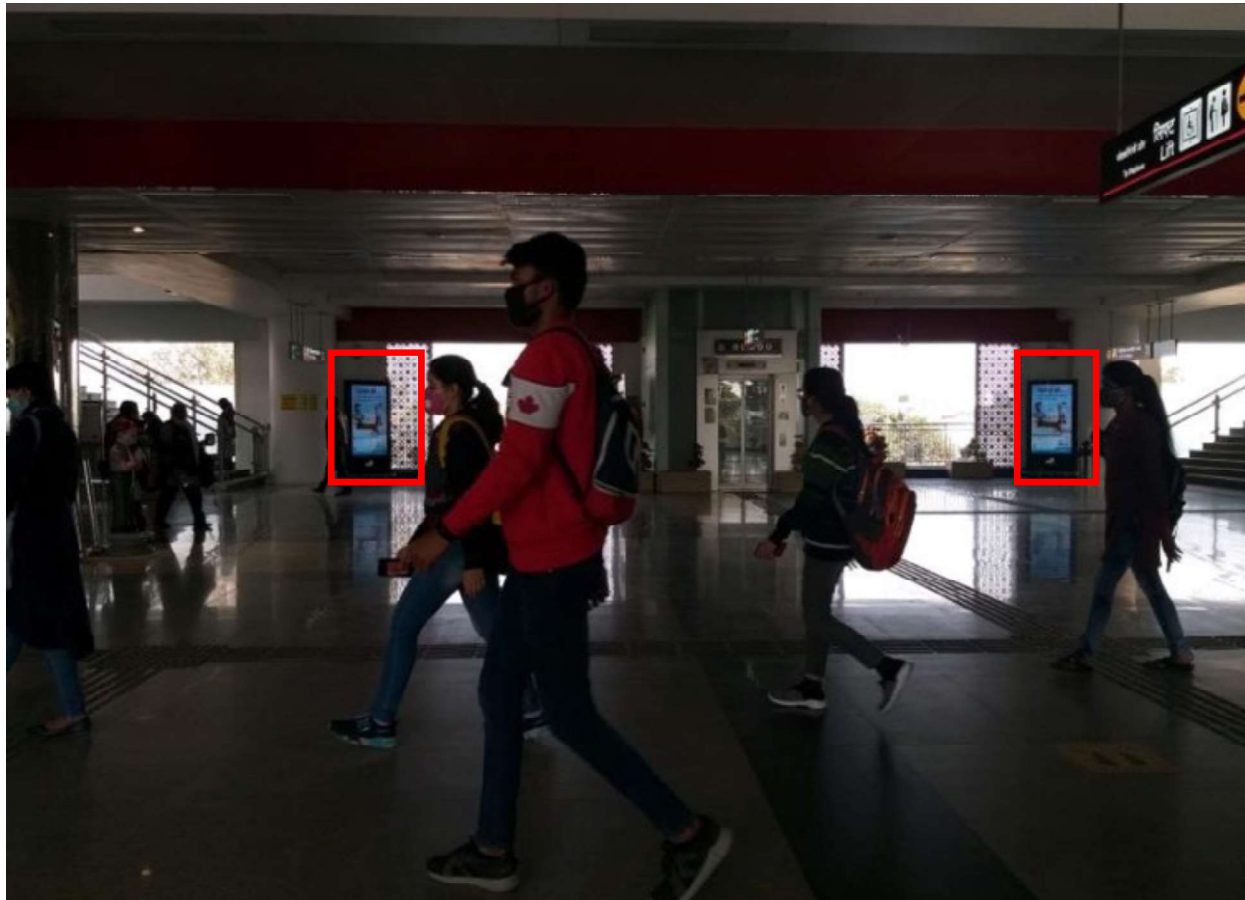
Metro Digital Pods, Size : 65 inch, Digital



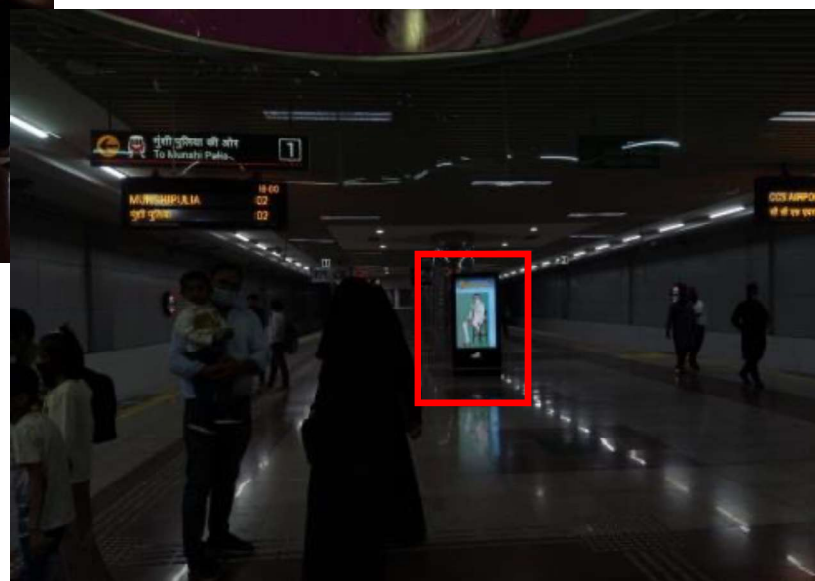
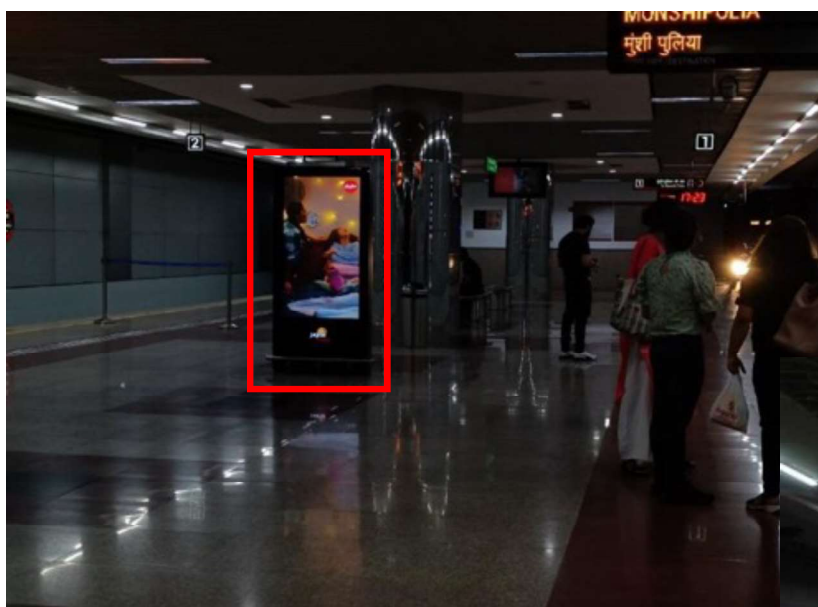
Metro Digital Pods, Size : 65 inch, Digital



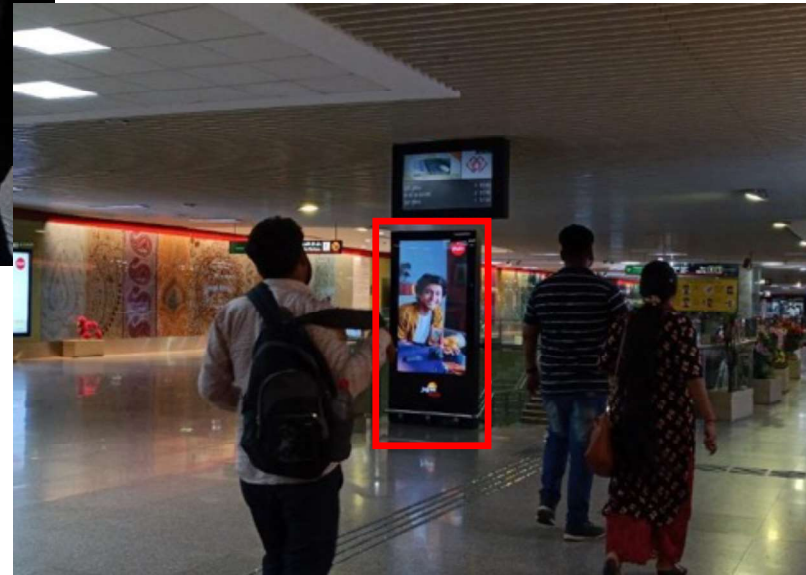
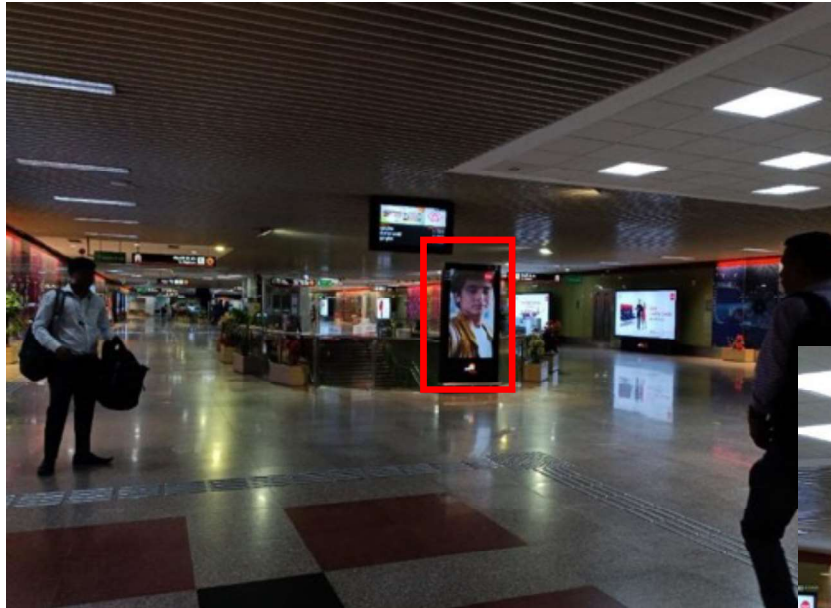
Metro Digital Pods, Size : 65 inch, Digital



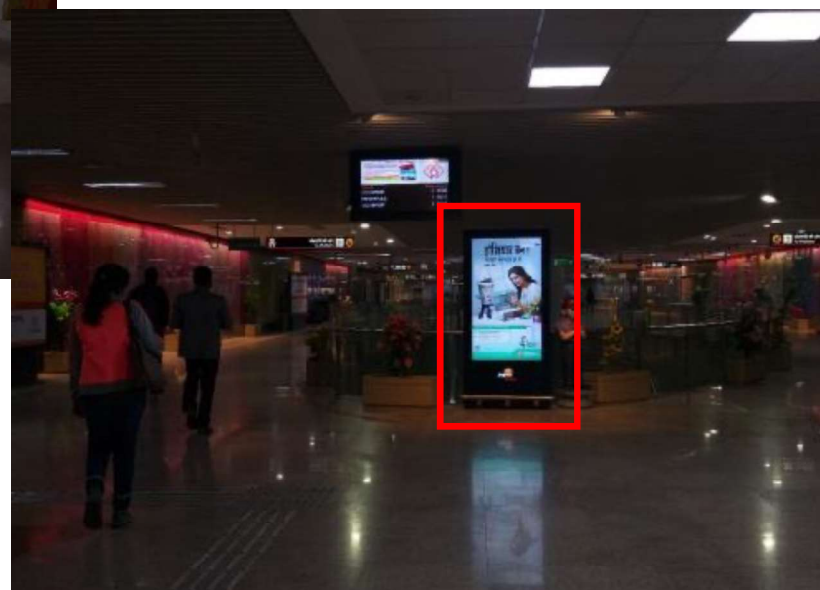
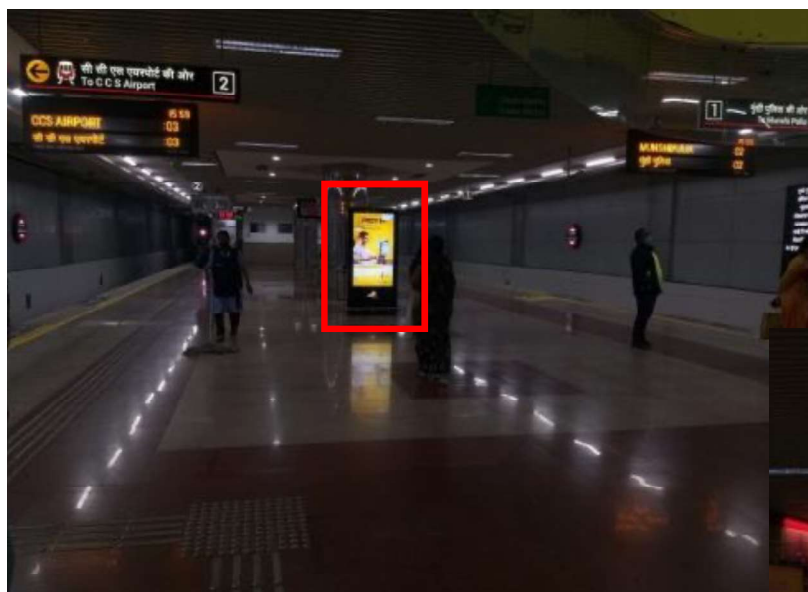
Metro Digital Pods, Size : 65 inch, Digital



Metro Digital Pods, Size : 65 inch, Digital

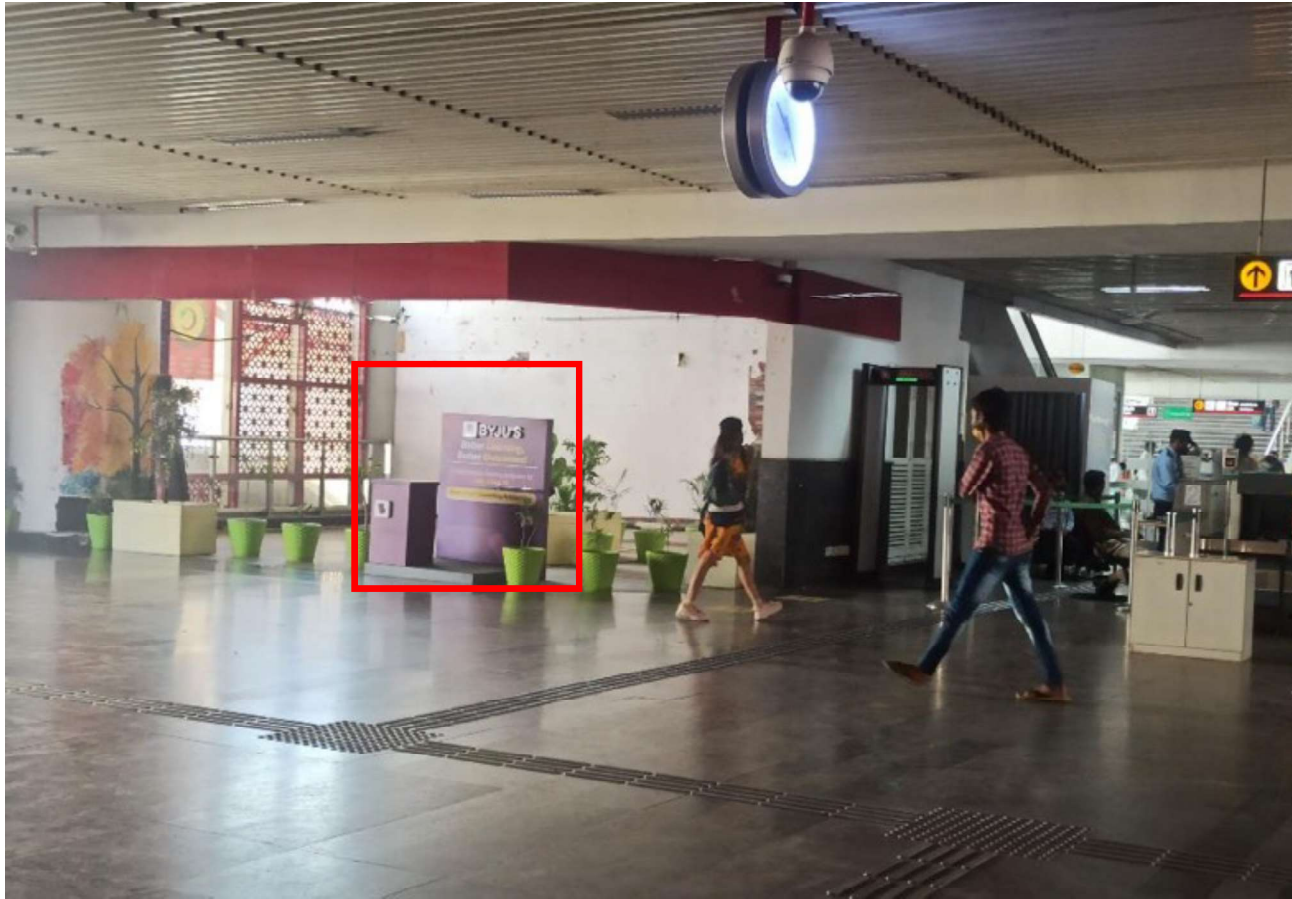


Metro Digital Pods, Size : 65 inch, Digital

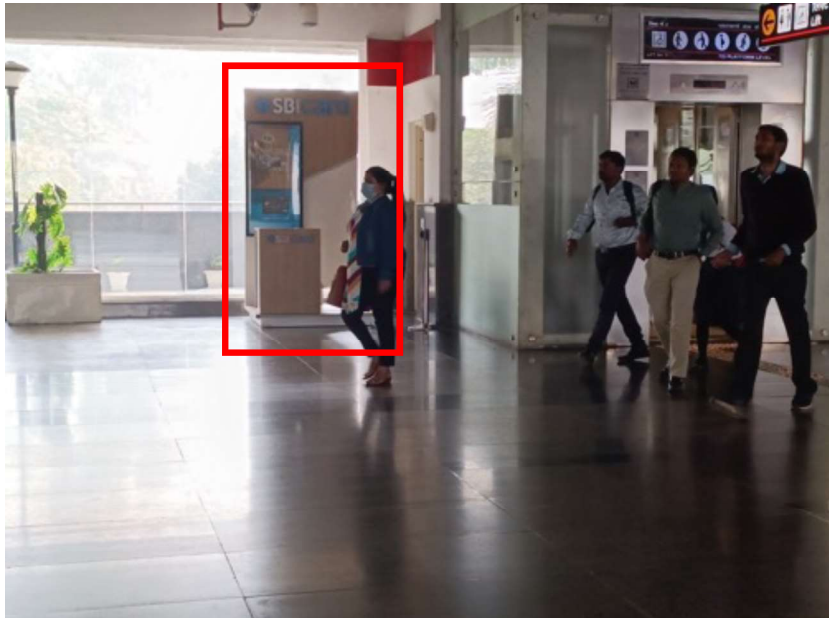


Metro Digital Pods, Size : 65 inch, Digital

Promotional / Activation Zones



Promotional Zone For BYJU'S



Promotional Zone For SBI CARDS

8. Advertisement at Kanpur Metro trains & Train wrapping

Kanpur METRO

A photograph of a Kanpur Metro train in motion, captured with a slight blur to suggest speed. The train is white with orange accents. The text 'Kanpur METRO' is overlaid in orange on the front of the train. The background shows a blurred landscape and a bright sky.

Contact Person for Lucknow & Kanpur
Name – Sri. Vikas Khandelwal
Contact - 9336237978

Name – Sri. Narendra Nigam
Contact - 9305567446

Name –Sri. Naveen Singh
Contact - 8004791696







Note: The information contained in above presentation is tentative / subject to change